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IN THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (currently amended) A method for presenting editorial content items on a display device within the context of an electronic program guide, the electronic program guide operative to display information regarding programming available on a broadcast distribution network, the method comprising:

receiving and storing an editorial content index page and one or more editorial content items at a client device, wherein the editorial content index page includes one or more links to the editorial content items;

while the electronic program guide is displayed, selecting a control to present the editorial content index page on the display device;

recovering and displaying the stored editorial content index page;

selecting a link to an editorial content item from the set of one or more links;

if the editorial content item of the selected link comprises a video item, determining if a video-on-demand (VOD) software is installed on the client device set top-terminal (STT), tuning the client device to a video-on-demand channel if the VOD software is installed, else retrieving the video item from an in-band channel if the client device STT lacks the VOD software; and

recovering and presenting the editorial content item on the display device.

2. (Previously presented) The method of claim 1 wherein the editorial content item comprises graphics data.

3. (Original) The method of claim 1 wherein the editorial content item comprises video data.

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4. (Original) The method of claim 1 wherein the editorial content item comprises interactive program code and wherein presenting the editorial content comprises executing the interactive program code.

5. (Previously presented) The method of claim 4 wherein the interactive program code enables a client device to interact with a remote program code and data.

6. (Original) The method of claim 1 wherein presenting the editorial content item on the display device comprises:

determining a type of the editorial content item;
style="padding-left: 40px;">selecting a rendering program based on the type of the editorial content item;
and

executing the rendering program to present the editorial content item on the display device.

7. (Previously presented) A method for presenting editorial content items on a display device, the method comprising:

receiving and storing an editorial content index page and one or more editorial content items at a client device, wherein the editorial content index page includes one or more pointers to the editorial content items;

presenting an electronic program guide operative to display information regarding programming available on a broadcast distribution network and a selectable editorial content control within the electronic program guide to present an the stored editorial content index page;

presenting the stored editorial content index page on the display device within the context of the electronic program guide in response to a selection of the editorial content control;

selecting a pointer to an editorial content item;
if the editorial content item of the selected pointer comprises a video item,
determining if a video-on-demand (VOD) software is installed on the client device,

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tuning the client device to a video-on-demand channel if the VOD software is installed, else retrieving the video item from an in-band channel if the client device lacks the VOD software; and

recovering and presenting the editorial content item on the display device.

8. (Previously presented) The method of claim 7 receiving the editorial content index page and one or more editorial content items is performed on a periodic basis.

9. (Original) The method of claim 7 comprising receiving the editorial content index page and one or more editorial content items at a client device through a carousel distribution system distributing the editorial content index page and one or more editorial content items in a carousel fashion.

10. (Original) The method of claim 7 comprising:
 exit the editorial content index page; and
 presenting the electronic program guide and editorial content control upon exiting the editorial content index page.

11. (Original) The method of claim 7 comprising:
 exit the editorial content index page; and
 presenting a channel displayed on the display device when the step of presenting the electronic program guide is executed.

12. (currently amended) A method for presenting editorial content items on a display device, the method comprising:
 presenting a surf guide configured to display program information concurrently with a tuned channel and with a selectable editorial content control to present an editorial content index page;

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receiving and storing editorial content items and an editorial content index page having pointers to the editorial content items;

presenting the editorial content index page on the display device within the context of the surf guide in response to a selection of the editorial content control;

selecting a pointer to an editorial content item from the set of one or more pointers;

if the editorial content item of the selected pointer comprises a video item, determining if a video-on-demand (VOD) software is installed on a the set top terminal (STT), tuning to a video-on-demand channel if the VOD software is installed, else retrieving the video item from an in-band channel if the STT lacks the VOD software; and

presenting the editorial content item on the display device.

13. (Original) The method of claim 12 comprising:
exiting the editorial content index page; and
presenting the surf guide and the editorial content control upon exiting the editorial content index page.

14. (Original) The method of claim 12 comprising:
exiting the editorial content index page; and
presenting a channel displayed on the display device when the step of presenting the editorial content index page is executed.

15. (currently amended) Computer readable media comprising program code, the program code capable of being executed by a microprocessor, the program code comprising a method for presenting editorial content items on a display device, the method comprising:

presenting an electronic program guide operative to display information regarding programming available on a broadcast distribution network and a selectable editorial

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content control within the electronic program guide to present an editorial content index page;

receiving and storing editorial content items and an editorial content index page having pointers to the editorial content items;

presenting the editorial content index page on the display device within the context of the electric program guide in response to a selection of the editorial content control;

selecting a pointer to an editorial content item from the set of one or more pointers;

if the editorial content item of the selected pointer comprises a video item, determining if a video-on-demand (VOD) software is installed on a the set top terminal (STT), tuning to a video-on-demand channel if the VOD software is installed, else retrieving the video item from an in-band channel if the STT lacks the VOD software; and

presenting the editorial content item on the display device.

16. (Previously presented) A system for presenting editorial content items on a display device, the system comprising:

one or more received and stored editorial content items comprising, audio, video, and interactive data and combinations thereof;

a received and stored editorial content index page comprising a set of pointers to the stored one or more editorial content items; and

presentation software operative to generate and present on a display device navigational controls and an electronic program guide, the presentation software further operative to display the editorial content index within the context of the electronic program guide and render the editorial content index page and one or more editorial content items on the display device in response to a selected user command, wherein if the one or more editorial content items selected comprises a video item, video-on-demand (VOD) client software operatively renders video data if the VOD client software

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is installed, else retrieving the video item from an in-band channel if the VOD client software is not installed.

17. (Canceled)